



Jeff Hirsch

A digital imaging specialist with 25 years' experience in the field, Jeff splits his time between graphic design, photography, and Macintosh tech support. He also teaches Photoshop and Lightroom to individuals and groups. He is the company guru for all things that involve ones and zeros. The son of a life-long photographer, Jeff learned to develop black and white film in his father's darkroom at a very young age. It wasn't long before he was on the staff of his high school yearbook and newspaper where he spent long nights in the darkroom mastering the chemistry of light. It was during his high school years that Jeff was first exposed to the earliest personal computers. Mesmerized by the crude 1-bit graphics he was curious to learn more about these strange devices and how they might reproduce an image on screen. At the time, he did not make the connection between photography and what he was

seeing on the computer. But before long, the two pursuits began to merge into one — that of digital imaging. And as digital imaging technology progressed. So did Jeff's understanding and skill set. From the earliest crude digital cameras and scanners to today's mega-pixel monsters, Jeff's knowledge has kept pace with the latest imaging technology. So too has it been with production technique and technology. From the earliest 9pin dot-matrix line printers to today's 9 color wide-format inkjets with pico-litre sized droplets, Jeff has worked to preserve the highest possible image quality throughout the process.